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**МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ,
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OPTIMAL DEVELOPMENT PATH OF SMARTPHONES

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Long ago a Smartphone was originally called a device, oriented for business segment. The volumes of development of such devices were relatively small, mainly due to the fact, that a finite number of consumers was very small. The creation of such operating mobile systems as iOS, Android and Windows Mobile led to the popularization of smartphones among customers.

Simultaneously with the release of smartphones beyond the business segment, they receive additional modules, which are designed to increase interest in buying among consumers. These modules include powerful cameras, GPS navigation, photo geotargeting, NFC, integration with multiple social networks. All of these steps have long passed and a pressing question about further path appears.

During the last few years the manufacturers did not offer something fundamentally new. They were only increasing existing parameters. But there are some things that we should expect.

Undoubtedly, one of the main developments of recent years is a flexible display, which is able to broadcast the image on either of its sides. The first concepts have been presented by LG and Samsung, but they are not ready to enter the market.

There is also a very popular concept of voice control. Services Siri, Google Now and Cortana provide an opportunity of interaction with the device at a basic level. The developers are constantly working to improve the functionality of these services.

In addition, the companies are seriously engaged in pikoproektors introduction into their devices, which broadcast images from your device to a flat surface. This increases opportunities in the perception of information.

There is one major obstacle in the development of these innovations. It's battery lifetime. Developments are to take place in two directions - either a decrease in power consumption device, or the creation of a new type of batteries. As long as at least one of these developments is completed, talk about the full implementation of the above things will be early.